



MANAGED EMAIL
SECURITY



AI ENABLED EMAIL
ADDRESSING SECURITY



EMAIL & DOCUMENT
MARKING



SECURE FILE XFER
AND DOCUMENTS

What do we do?

We are a Value Added Distributor (VAD) of IT Solutions.

Cleartext Systems helps software vendors and reseller partners take security and compliance led information, communications and collaboration technology to market.

We work with a small number of best in category vendors to deliver solutions via third party suppliers such as IT Services companies, Value Added Resellers (VAR's) and specialist consultants.

We do this by:

- Using our extensive industry knowledge and contacts to connect best-in-class IT solutions from leading vendors to the most appropriate, high quality resellers.
- Providing expert sales, technical and admin support that eliminates hassle and saves time and money for both parties.

We specialise in
communication &
collaboration
solutions

With a data
security and
compliance focus.

Contact us today to discover how we can help boost your IT business.

Services for Software & Cloud Vendors

BENEFIT FROM EFFICIENT, TROUBLE-FREE CHANNEL MANAGEMENT

We use our channel management experience and technical expertise to provide software and cloud services vendors with increased sales, satisfied customers and a reduced administrative, technical service and financial burden.

We do this by:

- Helping you decide on the most effective route to market
- Reducing the cost, hassle and time involved servicing customers
- Helping you grow your business by finding customers
- Saving you time and money by providing expert first line service
- Keep your customers satisfied by providing flexible payment terms
- Bringing excellent knowledge of the technology space we work within.

Services for Resellers & IT Services Companies

BENEFIT FROM EXPERT TECHNICAL SUPPORT & FLEXIBLE ACCOUNT MANAGEMENT

We provide resellers with best-in-class IT solutions combined with rapid, expert technical service, and flexible account management practices. This gives you peace of mind and allows you to provide outstanding service to your customers. We do this by:

- Sourcing of robust IT systems from leading vendors
- Keeping your customers running smoothly and efficiently
- Payment plans and account management to suit your business
- Making sure you are an expert in the IT solutions you sell
- Helping you market, sell the products and services you represent
- Professional consulting services to help you deliver excellent value.

Testimonials

“You guys have been absolutely brilliant to work with since taking over [as] our Proofpoint [distributor]”

Josh Boardman,
Technical Development
Manager, bear IT

“David has considerable experience in this market, and is a reputable and solid source for information and strategic advice.”

Martin Brown,
Lead Product Manager,
MessageLabs

Cleartext delivered a professional IM platform customised for our brokers needs. IM is our primary form of communication with customers.

Dominic Banaszkiwicz,
IT Director,
Freight Investor Services,
City of London

Facts & Figures

COMPANY HISTORY

Founded in 1999 to develop secure messaging solutions Cleartext was granted a Cryptography Export License by the Australian DSD (Defence Signals Directorate) for its CipherIM PKI enabled instant messaging product.

The company relaunched in 2005 focussing on secure messaging and collaboration solutions and was one of the first to combine hosted email with managed email security with the ClearEMail product line which was transitioned to Rackspace in 2012.

Since the mid 2000's Cleartext has worked with vendors in the messaging and security space to deliver a range of solutions to market. In 2009 the company launched an enterprise social messaging security platform offering social media content filtering and archiving.

Post 2010 the company has focussed on working with vendors and resellers as a boutique distribution channel offering products and services in the [secure] collaboration vertical.

VENDOR REPRESENTATION

During this period our software vendor portfolio has grown to include;

Vendor	Solutions
Axigen	Multi-platform security focussed mail server with calendaring & collaboration.
Campaign Monitor	Create, send, and optimise your email marketing campaigns.
CheckRecipient	Prevent highly sensitive information being sent to the wrong people.
Egress	Secure Communication across Government and Enterprise.
janusNET	Document and email protective marking and mobile data security solutions
Natterbox	Flexible and scalable business telephony delivered from the cloud
PretaGov	Provider of CMS Software as a Service for government and it's agencies.
ProcessOne	Specialising in developing Instant Messaging and Push solutions.
Proofpoint	The most secure email protection, purpose-built for SMEs.
3dResourcing	Event Registration & Ticketing Systems fully customisable for your event.

NEW VENDOR SELECTION

Our criteria for taking on new vendor solutions is summarised below;

- Should offer collaboration with a strong security and/or compliance angle
- Should compliment our existing vendor solutions with obvious synergies
- Must have a comparable philosophy towards channel management and development
- Must have a mid to long term strategy that is mostly aligned with ours.
- Our focus is to work with smaller vendors where we have easy access to business owners and decision makers.

RESELLER NETWORK

We deliver vendor solutions through a network of over 30 active (currently buying recurring services or who have purchased products or services in the current financial year) resellers in the UK, Europe, and Australia, summarised in the table below.

Approx Active %	Type of reseller
10%	Value Added Resellers (International)
15%	Value Added Resellers (National UK)
45%	IT Services companies (Local UK)
10%	IT Services companies (Europe wide)
20%	IT Services companies (Local AU)

END USER CUSTOMER BASE

Cleartext has helped deliver solutions to organisations from 3 to 30,000 employees in Australia, New Zealand, Singapore, Europe and USA. We're currently providing services to more than 200 organisations via our partners, third party suppliers or direct.

Approx Split %	Sector
6%	Construction and Mining
10%	Engineering and Manufacturing
18%	Finance
20%	Government, Utilities and Healthcare
14%	High Tech and Telecommunications
17%	Insurance and Legal
10%	Marketing and Media
5%	Other

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